**ChatGPT said:**

**Amazon Ads Creative Services Team: Latest Innovations in 2025**

In 2025, the **Amazon Ads Creative Services** Team has introduced several new tools and features to help advertisers create effective and engaging advertisements more easily. These developments aim to simplify the ad creation process, making it more accessible for businesses of all sizes.

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## AI Creative Studio

The AI Creative Studio is a centralized platform that allows advertisers to generate, refine, and publish various types of ad creatives, including images, videos, and audio. By using a single product image or description, brands can create multiple ad formats suitable for different platforms like Amazon.com, Prime Video, and Twitch. The studio also features an AI gallery, offering inspiration through various themes and designs, enabling advertisers to craft visuals that resonate with their target audience.

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## Image Generator

The Image Generator uses generative AI to transform basic product photos into lifestyle images. By analyzing product descriptions and customer reviews, it produces ad-ready images that showcase products in realistic settings. This tool has led to increased campaign submissions and improved sales for advertisers who have adopted it.

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## Video Generator

Recognizing the growing demand for video content, Amazon introduced the Video Generator, which converts static product images into short, engaging videos within minutes. Advertisers can customize these videos by altering headlines, selecting background music, and adding branding elements. This tool addresses the challenges of time and cost associated with traditional video production, enabling brands to produce multiple video variations efficiently.

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## Audio Generator

The Audio Generator allows advertisers to create 30-second audio ads quickly and at no additional cost. By submitting an Amazon Standard Identification Number (ASIN), the tool

generates ad copy and high-quality audio content, facilitating entry into audio advertising channels. This feature is particularly beneficial for brands looking to reach audiences through streaming services and podcasts.

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## Performance+ and DSP Enhancements

Amazon's Performance+ tool, integrated into its Demand-Side Platform (DSP), leverages AI to automate audience creation and campaign optimization across various customer journey stages. Early adopters have reported significant improvements in customer acquisition costs. Additionally, the DSP now offers self-service options for creating preferred and programmatic guaranteed deals, streamlining the advertising process and providing greater control over ad spend.

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## Ads Data Manager and Multi-Touch Attribution

The Ads Data Manager enables advertisers to integrate first-party data from platforms like Salesforce, facilitating precise targeting and improved campaign performance. Furthermore, Amazon is rolling out a multi-touch attribution model, utilizing machine learning to analyze ad performance across channels. This approach helps brands understand the impact of each marketing touchpoint, allowing for more informed strategy adjustments.

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## New Product Launch Service

To assist brands in introducing new products, Amazon offers a New Product Launch service, providing media plans and advanced features such as Amazon Marketing Cloud (AMC). This service simplifies insights through no-code solutions, helping advertisers accelerate sales growth efficiently during the critical initial launch period.

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## Interactive Ads on Prime Video

Amazon has introduced interactive ad formats on Prime Video, allowing brands to engage viewers in innovative ways. These ads are designed to be immersive, enabling customers to interact with brands directly through their viewing experience. Studies indicate that interactive ads can drive significantly more conversions and product page views compared to non-interactive formats.

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## Conclusion

The Amazon Ads Creative Services Team has made significant strides in developing tools that simplify and enhance the advertising process. By integrating AI-driven solutions across various media formats, Amazon empowers advertisers to create compelling content efficiently, optimize campaign performance, and engage audiences more effectively. These innovations reflect Amazon's commitment to supporting brands in navigating the evolving digital advertising landscape.